



CALPEEK

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ELECTION SPECIAL

EDITOR'S NOTE: It's D-Day. All the spins are in and here is CALPEEK's final pre-Nov. 3rd election wrap-up and analysis...

- POTOMAC POLITICS - No change from last week. CALPEEK sources still predict a BIG win in Calif. for Demo Bill Clinton over President George Bush. Nationwide, CALPEEK sources also are sticking with Clinton, but it's getting close because of Ross Perot...

- GOTV - The KEY to victory on election day is getting your voters to the polls. In Calif., the United Democratic Campaign will mobilize 10,000 precinct leaders and 40,000 volunteers --- the BIGGEST Demo GET OUT THE VOTE operation in years. The GOP won't be able to match the Demos in total numbers, but in selected races, Republicans may be competitive. WHY the big Demo advantage in GOTV? Many CALPEEK sources say the reason is that Pres. Bush gave up on Calif. many months ago, and thus the big money that helps pay for this kind of operation wasn't available. If the Demo GOTV drive is successful, close house and legislative races may swing to the Demos...

- EXIT POLLS - If there is one thing that makes Demos nervous, it's the fear that TV exit polling could hurt their GOTV effort. If Clinton is the projected winner and Bush concedes before 6 p.m., PST, that may hurt because a big hunk of Demo voters cast ballots between 4 p.m. and 8 p.m...

- THE WILSON REPORT - This election is VERY important to GOP Gov. Pete Wilson. He has his reputation on the line with his U.S. Senate appointee, John Seymour, facing a difficult battle; and he's pouring a small fortune into his welfare & budget reform initiative, Prop. 165. If he loses both, he'll be damaged goods. And despite

the denials, he's still locked in a civil war with the HARDLINE CONSERVATIVES for control of the heart & soul of the Calif. Republican Party(CRP)...

- U.S. SENATE RACES - CALPEEK sources continue to rate Demo Dianne Feinstein as a slam dunk winner over appointed U.S. Sen. John Seymour for the short term seat...

...As for the 6-year U.S. Senate seat, CALPEEK sources say that with a few exceptions, GOP consultant Ken Khachigian has run an almost mistake-free campaign for conservative Bruce Herschensohn. It's been masterful. Demo Barbara Boxer's campaign, on the other hand, has had blunders and is NOT well run. Usually the campaign making the fewest mistakes wins. But CALPEEK sources believe this race will depend on the GOTV effort and here Boxer has an advantage. Also, during this last week, private Demo polling showed that Boxer had stablized her slide and still holds a lead. GOP polling showed the race almost dead even. A very close finish, but an edge to Boxer...

- CA INITIATIVE UPDATE - With the exception of Prop. 164 (TERM LIMITS), the fate of the other 6 initiatives facing voters is still uncertain. The latest L.A. Times poll showed 164 WINNING by 61% to 28%...

...The most emotional & controversial measure, Prop. 161 (MD assisted death), was holding a very narrow 49% to 45% lead in the LAT polling, but the NO side was on the move UPWARD. The NO side will be on TV with a huge buy over the last few days. CALPEEK sources predict 161 will FAIL...

....CALPEEK sources also are predicting a LOSS for Prop. 167, state taxes. The NO side was up 13 points to 44% in the LAT survey, while the YES side was stuck at 42%.

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As for the CA Medical Assn.'s Prop. 166, the health care initiative, many sources rate this measure as a TOSS UP. The LAT poll showed the YES side at 49%, with NO at 35% and 16% undecided. The YES side remains on radio (no TV), but is being OUT-SPENT 3-to-1. Heavy NO on 166 TV...

...There is no data on Props. 162, the Pension Protection Act of 1992, or on 163, the measure to repeal the sales tax on snack foods. Best guesstimate is that 163 PASSES and it's a TOSS UP on 162...

...And finally, there is Prop. 165. The LAT survey shows 42% YES and 43% NO, with 15% undecided. CALPEEK sources say the NO on 165 campaign will have 600 rating points of TV time during the final few days. That is a huge buy. Hardline conservatives are now lining up on the NO side --- meaning this is an "odd couple" coalition. CALPEEK sources think the NO side has an edge...

HOUSE BATTLES

- 1st C.D. - In this northern-most CA district, freshman GOP U.S. Rep. Frank Riggs remains a TOP Demo target in this Demo district. But Dan Hamburg's anemic campaign has caused some CALPEEK sources to rethink this race. The DCCC ordered Hamburg to bring in a new campaign team, but it may be too late. Despite a massive Demo effort, Riggs may hold on...

- 3rd C.D. - Most sources predict incumbent U.S. Rep. Vic Fazio(D) will survive his bloody battle with conservative H.L. Richardson in a very close contest...

- 4th C.D. - Freshman conservative GOP U.S. Rep. John Doolittle is in the fight of his life. A recently disclosed Doolittle-Maxine Waters memo to Speaker Tom Foley about PERKS is causing Doolittle to be tagged as another "Prince of Perks." Demo Pat Malberg has momentum. Very close...

- 11th C.D. - This Sacto/San Joaquin C.D. has a Demo registration edge, but Demo Patti Garamendi has HUGE negatives. Hardliner Richard Pombo could win this C.D., but sources rate this race a TOSS UP because there will be a big Demo GOTV effort...

- 19th C.D. - This Central Valley battle has turned into "the nastiest" House race

EVER, according to CALPEEK sources. Incumbent Demo U.S. Rep. Richard Lehman is in a very tight race against GOP businessman Tal Cloud. Perks, anti-congress stuff is hurting Lehman, but Cloud is accused of NOT paying State payroll taxes on the family business. A TOSS UP...

- 24th C.D. - CALPEEK sources think Demo U.S. Rep. Tony Beilenson will beat GOP conservative Assemblyman Tom McClintock in a close race...

- 36th C.D. - GOP L.A. Councilwoman Joan Flores is VERY nervous, despite a good GOP registration edge. Demo Jane Harman has a massive and well designed regular TV (not cable) campaign that is pounding Flores on CHOICE. Flores is sweating; because the Demo GOTV effort will be strong in this So. Bay area of L.A. County. CALPEEK sources think Flores will survive, but note that Harman could pull an upset. Very close...

- 38th C.D. - This Long Beach area battle between local Demo Councilman Evan Anderson Braude and former CSU-Long Beach Pres. Steve Horn(R) is rated a TOSS UP by most all sources. The registration is 49% Demo vs. 39% GOP, making the 38th C.D. a very COMPETITIVE district. Horn hits hard on congressional reform, while Braude is sticking with jobs and the economy...

- 42nd C.D. - Another TOSS UP. Incumbent Demo U.S. Rep. George Brown is locked in a tight race with challenger Dick Rutan. Brown's fortunes are tied to an area-wide Demo GOTV drive...

- 49th C.D. - In this OPEN San Diego C.D., sources think that Demo businesswoman Lynn Schenk will hang on to win this seat over GOPer Judy Jarvis, despite the GOP registration edge...

STATE SENATE

- WATCH LIST - CALPEEK sources note that several incumbent State senators who are supposedly safe, are in fact running very scared. This includes Bob Beverly(R-Long Beach) and Henry Mello(D-Watsonville). CALPEEK sources say Dan Boatwright(D-Concord) should be okay, but he too has been running scared...

- 39th S.D. - This San Diego battle bet-

ween incumbent independent Lucy Killea, an ex Demo; and former State Sen. Jim Ellis(R) is leaning toward Killea. Two sources report that key GOP money has been pulled from Ellis. An edge to Killea in this very tough battle...

STATE ASSEMBLY

- OVERVIEW - Demos currently hold a 47-33 advantage over the Republicans. Reapportionment means the Demos will certainly lose a few seats. How many? That's where there is NO agreement among sources. The Demos talk about holding 43-45 seats, while the GOPers say they'll be at 37-39 seats...

- SAFE DEMOS - Hannigan, Isenberg, Campbell, Burton, Brown, Bates, Lee, Klehs, Speier, Eastin, Cortese, Cannella, Farr, Areias, Costa, Bronzan, Katz, B. Friedman, Margolin, Polanco, Moore, Archie-Hudson, Tucker, Murray and Peace (25). ADD Sher, O'Connell, T. Friedman, Epple and Umberg from the WATCH LIST. (Total 30)...

- SAFE GOPers - Statham, Knowles, Collins, Jones, Harvey, Seastrand, Boland, Nolan, Mountjoy, Horcher, Brulte, Woodruff, Allen, Ferguson, Conroy, Johnson & Frazee (17)...

- INCUMBENT WATCH LIST - Hauser(D), Vasconcellos(D), Gotch(D), Alpert(D), Andal(R), Quackenbush(R), Hunter(R) and Felando(R). Felando is an addition. (4D & 4R)...

...Of this group, CALPEEK sources think Tricia Hunter(R) is in DEEP trouble in her race with Demo Julie Bornstein. The Andal vs. Michael Machado(D) battle in the 17th A.D. is still rated a toss up, although some sources think Andal has an edge. In the two San Diego battles, Demo Assemblyman Mike Gotch is rated a slight favorite over hardliner Dick Daleke. As for Demo Assemblywoman Dede Alpert, she may have gotten a big break because hardline conservative Dan Van Tieghem (primary loser) is waging a write-in against moderate Goper Jeff Marston. Gov. Wilson has pumped big bucks into Marston's campaign. Vasco and Quackenbush remain on the watch list, but are probably safe. As for GOP Assemblyman Gerald Felando, he's running scared in his battle with Demo Betty Karnette. The Demo GOTV effort could swing this race...

- OPEN SEAT WINNERS - These are non-incumbents FAVORED to win: Bronshvag(D-6), Brown(D-7), Rainey(R-15), Honeycutt(R-34), Knight(R-36), Takasugi(R-37), Hogg(R-44), Caldera(D-46), Martinez(D-49), Escutia(D-50), McDonald(D-55), Solis(D-57), Napolitano(D-58), Aguiar(R-61), Baca(D-62), Haynes(R-66), Pringle(R-68), Morrow(R-73), Goldsmith(R-75) and Baldwin(R-77). (9 Demos and 11 GOP)...

- NON-INCUMBENT WATCH LIST - 3rd A.D. Richter(R) vs. Hatamiya(D); 53rd A.D. Parton(R) vs. Bowen(D); and 64th A.D. Carney(D) vs. Weggeland(R). Although CALPEEK still has the 10th and 25th A.D.s on our watch list, sources think GOPers Larry Bowler and Barbara Keating-Edh may now have a slight edge on Demos Kay Albani and Margaret Snyder, respectively...

CITY & COUNTY RACES

- SAN DIEGO MAYOR'S RACE - Brutal and nasty are the words used to describe the final week of campaigning between County Sup. Susan Golding and Peter Navarro. News accounts lay most of the blame on Navarro, who is running a TV ad linking Golding to her ex husband, Dick Silberman, now in prison for money laundering. It's hard-hitting stuff and some sources think it may be backfiring. This hit has muddied Navarro's good-guy image. Sources suspect Golding may win in a close race...

- LOS ANGELES COUNTY - In the Diane E. Watson vs. Yvonne Burke battle for the 2nd district, insiders are sticking with Burke. Burke won the endorsement of U.S. Rep. Maxine Waters (and also Assemblyman Willard Murray) -- and both have POWERFUL slates...

...In the Sup. Deane Dana vs. Gordana Swanson battle, despite continued foot-in-mouth problems, CALPEEK sources believe money and slates may make a difference in Dana's favor. If he wins, it will be close...

- SAN FRANCISCO CO. - The most recent S.F. Examiner survey for the Bd. of Supes race has incumbents winning the first 4 spots in this order: Angela Alioto, Jim Gonzalez, Tom Hsieh and Willie Kennedy. In 5th is Barbara Kaufman. Tied for 6th are incumbent Terence Hallinan and Sue Bierman. Former Sup/PD chief/assessor Richard Honigisto was in 7th place. Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTES.

Editor's note: Here are some items to mark down in your notebook...

- Ken Rietz, exec. VP/public affairs at Burson-Marsteller PR (based in L.A.), is named president of West Coast operations, responsible for L.A., Sacto and S.F. offices...

- George Skelton has resigned as Sacto bureau chief of the L.A. Times. He'll remain in Sacto and devote more time to writing, according to CALPEEK sources...

- West Hollywood Councilman Paul Koretz will coordinate the L.A. mayoral campaign of L.A. Councilman Joel Wachs...

- Major personnel changes at Stoorza, Ziegus & Metzger in Sacto. On Dec. 1st, Dennis Hunt will join SZ&M as Sr. Exec. VP and COO. Hunt has been with Ogilvy, Adams & Rinehart in L.A. as Exec. VP & GM. Also promoted to Sr. Exec. VP is Patti LeVine. She was also named to the board of firms new campaign unit, Campaign Strategies, Inc. SZ&M/Sacto also promotes Jami Warner to Sr. AE...

- Pacific/West Communications Group (based in L.A.) has promoted Robert A. Morales, Megan Taylor and Paul Phillips to Sr. VPs. Morales is based in L.A., Taylor in Sacto and Phillips in Portland...

- George P. Holmes has been appointed exec. director of the CA Water Resources Assn...

- Old news, but we hadn't mentioned it before. William Meehan was elected exec. secretary of the Sacto Central Labor Council on Sept. 15. He replaces the late Wayne Harbolt...

- L.A. based Cordoba Corp. moves to 811 Wilshire Blvd., 18th Floor, L.A. 90017. New phone (213)895-0224...

IAPC CONFERENCE IN BEVERLY HILLS NOV. 5-8.

The Internat'l Assn. of Political Consultants holds its 25th Annual Conference at the Regent Beverly Wilshire Hotel, beginning Nov. 5 and running through Nov. 8. The conference co-chairs are Bob Nelson and Joe Cerrell. For info, (714)957-1010 or (213)466-3445...

ELECTION POST-MORTEM TO FEATURE CALPEEK.

CALPEEK-editor/publisher Dick Rosengarten will participate in a number of 1992 election POST-MORTEM discussions. From 9 a.m. to 1 p.m., Nov. 7, Rosengarten will be a panelist when the CA Center for Education in Public Affairs/So. CA Political Science Assn. and the IAPC holds its roundtable discussion at Mt. Saint Mary's College in West L.A. For info contact Dr. Stan Moore (310) 456-4377. On Nov. 10, Rosengarten will address the L.A. Public Affairs Officers' Assn., 11:30 a.m., Jonathan Club, L.A. For info contact Frances Williams at (213)483-1581...



MARKETPLACE NETWORK

- **PAC ASSISTANT NEEDED.** National Medical Enterprises needs an experienced PAC assistant to handle state and federal reporting and to provide administrative support for a busy government relations department. Position requires a strong computer background (Wordperfect 5.1, dBase), excellent communications skills, and a knowledge of bookkeeping. Send resume to: Government Relations Dept., National Medical Enterprises, 2700 Colorado Avenue, Santa Monica, CA 90404...

- **PUBLIC AFFAIRS PROFESSIONAL** with political campaign and grassroots coalition building background with a minimum 7-10 years experience sought by leading issues management consulting firm in Los Angeles. Focus on environmental and land-use issues. Must understand complex campaigns, communicating among multiple audiences and diverse issues. Send resumes to: S. Tobia, President, Pacific/West Communications Group, 3435 Wilshire Blvd., Ste. 2850, L.A., CA 90010. No phone calls. E.O.E...

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